Staff Memorandum

To	Mayor A. Nuttall and Members of Council
Subject	ONroute Digital Billboard
Date	January 21, 2026
Ward	All
From	R. James-Reid, General Manager Access Barrie
Executive Member Approval	R. James-Reid, General Manager Access Barrie
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to provide members of Council with an update concerning the ONroute Digital Billboard at 201 Fairview Road in Barrie.

On May 15, 2024, a Digital Billboard at the Barrie ONroute, located at 201 Fairview Road was approved by Council as an exemption to the City's Sign By-law 2018-029. The approval was given with the condition that the City of Barrie would receive free advertising on the Barrie ONroute sign on a weekly rotational basis. This would allow the city to welcome visitors to our community and to share city information to Barrie residents commuting on highway 400.

Further to discussions at Council and subsequent follow-up during AMO conference delegations, the agreement for the City to have free advertising space on the ONroute sign in Barrie is now in place.

The City's use of the Billboard will be coordinated through the City's Marketing and Communications Department and will be on a non-guaranteed basis and permitted when ONroute's advertising partner (Pattison) determines that advertising space is available and not required for commercial, operational, or emergency messaging purposes.

The City of Barrie's 'time' on the digital billboard will be for the limited purpose of displaying a regular "Welcome to the City…." or public education or promotion of community events being held by the City but shall not include references to third-party businesses or sponsors.

This advertising space will be put to good use by the City as a new tool to reach visitors and residents to Barrie.

Memo Author:

R. James-Reid, General Manager Access Barrie

File #:

Not applicable

Pending #:

Not applicable